

Conference “Best practices in the fight against counterfeiting and piracy” Speakers



Helen Mosback is a Legal and Policy Affairs Officer in the European Commission, Directorate General Internal Market, Industry, Entrepreneurship and SMEs, Unit F/5 - Intellectual Property and Fight against Counterfeiting. This Unit is entrusted with providing the EU market and industry with a world beating, modern, and transparent IP regulatory framework that will allow new start-ups and existing companies to valorise, invest in and exploit their IP assets across the borders of the internal market and so stimulate innovation throughout our economy. Prior to joining the Commission, Mrs Mosback worked in private practice as an IP lawyer and also for the Office for Harmonization in the Internal Market (OHIM). She has

served as a Member of the Executive Committee of the Section of Specialist Lawyers in Community Law of the Alicante Illustrious Society of Lawyers, has collaborated with the Oxford Journal of Intellectual Property Law and Practice both as a peer reviewer and author, as well as contributing to other specialist publications and appearing as a speaker on various IP-related topics.

Peter Ratcliffe Since 2005, Peter has worked in the City of London Police Economic Crime Department, during which time he has managed national operational investigation teams, played a key role in the implementation of the Attorney General's Fraud Review, and, more recently, managed national Asset Recovery and Money Laundering teams, which recover criminally obtained assets worldwide. Since June 2015, he has managed the national Overseas Anti-Corruption Unit, and the UK Police IP Crime Unit (PIPCU). During his time working in economic crime, Peter has also been seconded to Government, scoping future legislation, strategy and law enforcement funding, and was Staff Officer to the Police Commissioner, managing all aspects of economic crime, as well as Government policy and strategy.



Daniel Hünebeck is one of Switzerland's leading experts in digital marketing. In the past ten years, he has first founded a boutique digital marketing agency (adisfaction Suisse) and later built up the digital marketing (website, online campaigns, social media, etc.) for UBS Switzerland within their multichannel and digitisation strategy. For their efforts, he and his team were named iab “Digital Marketer of the Year” (2015). He is currently consulting clients on digital marketing and digital transformation at his own Daniel Hünebeck Digital GmbH, teaching at various educational institutions and giving speeches at conferences or clients events.



Alain Morf is Senior Relationship Manager by SIX Payment Services, a division of SIX Group AG. SIX Payment Services is one of the largest payment service provider in Europe. Alain Morf works within the Dept. Schemes & Business Processes. His task is building up and intensifying relations to card scheme, lead and/or support acquiring, issuing, processing and Fintech projects as well as supporting innovation projects for banking solutions and other payment relevant topics. Alain Morf holds a Master of Advances Studies in Economic Crime Investigation as well as a Certificate of Advanced Studies in Digital Finance. Beside his official functions, Alain Morf is Member of Swiss Experts in Economic Crime Investigation (SEECI).



Laurent Audaz is Head of P&I Insurance, Legal and Claims of MSC MEDITERRANEAN SHIPPING COMPANY SA, second largest worldwide shipping company, based in Geneva. Previously, he worked fifteen years in Germany as Legal Manager North & Central Europe for the CMA CGM Group, a French based container carrier, third largest Worldwide. Laurent Audaz studied law in France and Norway and holds Postgraduate Diplomas (DJCE, DESS and LL.M) in International Business, Maritime, Aeronautical and Transport Law. During his time in Germany, Laurent Audaz was also foreign trade advisor to the French Embassy of Berlin (CCEF –Conseiller du Commerce Extérieur de la France).



Isabelle Augsburger-Bucheli, Doctor in Law UNINE (CH), Professor HES of Law, Dean of the Institut de lutte contre la criminalité économique (ILCE - Institute of Economic Crime Investigation), Deputy Director of the Haute école de gestion Arc (HEG Arc – School of Management), University of Applied Sciences and Arts Western Switzerland HES-SO. Isabelle Augsburger-Bucheli manages several postgraduate training programs such as the Master of Advanced Studies in Economic Crime Investigation (MAS ECI), the Certificate of Advanced Studies in Financial Investigation (CAS FI) and six CAS in Computer Forensics (CAS CF). She is co-creator of the Ecole romande de la magistrature pénale (ERMP - School of Criminal Justice), the Ecole romande en administration judiciaire (ERAJ - School of Judicial Administration) and the Centre d'investigation numérique et de cryptologie (CINC - Center of Computer Forensics and Cryptology).



Andreas Gysler is Managing Director and co-founder of the company zulu5, which special-ises in combating advertising revenue through illegal streaming sites and display advertising fraud. Following the successful conclusion of his studies at that University of St. Gallen and an MBA in Singapore, Andreas Gysler joined the technology company Hewlett-Packard in 2007, where he held key account management positions in the software and enterprise services divisions before founding the company zulu5 in 2014 with three partners. Since then, Zulu5 has continually expanded in Europe and is currently in the process of planning a move overseas. Andreas Gysler is married and father to four children.